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GRT ADVANTAGES OF ADOPTION OF ISO STANDARD

Anita Sathe

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Abstract:-

ISO quality standards were adopted by number of organizations(units) operating in the Pune Industrial Belt. On adoption of the standard these organizations were benefited in various ways. The paper is based on the research made by the author of various organizations engaged in engineering, electronic, automobile and service sector industries who were benefited to a great extent on implementing quality standard. The objective of the paper is to discuss some of the advantages obtained by these organizations.

Keywords: ISO, Advantages.

INTRODUCTION

ISO Quality standards are the international standards developed for the quality management system, which are implemented in the industrial units located in and around Pune industrial belt. Units were surveyed, on stratified sample basis from automobile, engineering, electronic sectors to judge the impact the standard has made, once adopted. The units were audited through various certifying agencies. Irrespective of the certifying agency the impact of adoption of the ISO quality standard is analyzed by interviewing the authorized persons bearing designations like vice president, joint director, deputy general manager etc. The organizations derived number of advantages on implementing ISO 9001. Some of them are advantages gained by these organizations are as follows:

ISO for improved communication and coordination

As the system is documented on adoption of ISO standard, the communication becomes clear. As plans and policies, procedures, methods etc are documented, interrelation of the activities can be established. Teamwork and cross-functional work becomes easy. This benefits the units in better coordination 86% units were benefited of this advantage.

ISO as a passport for exports and market expansion

The intention of fourteen units were to either to initiate or to increase the exports in the different parts of the world and thus to face international competition. Certifying against the standard has definitely elevated their position and brought them 'at par' with the industries operating in the other countries. 14% have started exporting to countries like U.S.A. and China and some of the units are making efforts to export to European countries. This would not have been possible if they were not certified against the ISO standard. Thus the certification has provided them platform to trade worldwide and a passport for entering into new contracts with foreign countries. As a result foreign exchange earned through such contract is in billions of rupees. This indicates that ISO is definitely helping in increasing the economic position of our country. National markets for eighteen units have expanded. This is an indication of increase in reputation and creation of customer confidence that ISO has gifted them.

ISO For Quality Control

As quality control includes processing, monitoring and eliminating the causes of unsatisfactory performance at all stages. 42% units agree that process monitoring was initiated due to adoption of the standard. To eliminate the causes of unsatisfactory performance, the work is supervised and education is provided to workers. In twenty units efforts are made to maintain quality by opting for both these options so that unsatisfactory performance is eliminated at all stages. Nineteen units agree that the process planning has improved after adoption of the standard. Quality audits are carried out in every unit. All this helps to maintain quality.

ISO For Creating Awareness About Quality

'Quality' is the effort of all the employees It comes from within and cannot be forced for a longer period of time'. In 81% units employees are more quality conscious than they were before. Thus the adoption of the standard has resulted in changing the attitude of the employees and making them aware about the quality. This will definitely help these units to produce the product for customer satisfaction and increase the reputation in the international market. In one of the units the employees were already quality conscious. They are not motivated with cash incentives or promotions but the export of quality product itself is acting as the motivational force. Thus, this world class standard brings about thus changing the attitude that was necessary in Indian industries.

ISO For Increased Profitability

Profitability of a unit depends on number of factors like volume of production; cost of production, competition, area of market etc Profitability is the result of number of cumulative factors. Still 30% units are of the opinion that their profitability is increased due to implementation of the standard as the standard advocates quality management system practices, which helps in extension of the markets, reduction in labour cost, reduction in inventory cost Remaining units have not measured this element.

ISO for environment protection and benefits of it

While implementing the standard the units are also aware about environment protection as number of units try to protect the environment by reducing noise level, measuring the waste and harmful material, recycling the water, using environment friendly material, tree plantation etc and some units have certified against ISO 14000. An organisation adopts ISO 14000 for sustainable development Numbers of benefits are derived from environmental management system such as :

- ❖ Protecting human health and environment from the potential impacts of its activities, products and services
- ❖ Assisting in maintaining and improvement the quality of environment
- ❖ Meeting customer's environmental expectations
- ❖ Satisfying investor's criteria and improving access to capital
- ❖ Providing for resource conservation
- ❖ Improving cost control etc

ISO For Establishing Promotional Credibility

Product positioning is very important in the competitive market. 'ISO 9000 registered' often appears in the newspapers, magazines, advertisements etc extolling the quality virtues of a unit or product. The standard helps a unit to stand out or differentiate itself from the competition.

ISO To Convey Operational And System Assurance

The adoption and certification conveys to a customer that a supplier has established internal quality system that has been audited by an independent and objective third party.

ISO leads for continuous improvement

As it states -

- ❖ Say what you will do. Plan, Define, Establish and Document Objectives for quality Provide resources
- ❖ Do what you say -Implement and Maintain, Record what you did through Quality Records
- ❖ Check Results v/s Expectations-Management Review, Internal Audits, external audits
- ❖ Act On Any Deficiencies Quality System Revision, Preventive Action and corrective action

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